

In the claims:

Following is a complete set of claims as amended with this Response.

1-138. (Cancelled)

139. (New) A method, comprising:

broadcasting a content descriptor schedule signal to a client to indicate a time at which a content descriptor file is to be broadcast to the client and a unique identifier of the content descriptor file, the client being in a segment, the segment being a subset of all clients;

broadcasting the content descriptor file to the client together with other clients of the segment at the indicated time, the content descriptor file describing available media content that may be broadcast to the client;

broadcasting a signal to the client indicating that the content descriptor file has been broadcasted and how to locate the broadcasted content descriptor file;

receiving demand data feedback from the client together with demand data feedback from other clients of the segment, the demand data comprising an indication by the client of the desirability of at least one particular piece of content in the content descriptor file;

constructing an updated list of content to be broadcast to clients of the segment using the received demand data feedback;

broadcasting another content descriptor schedule signal to the client to indicate a time at which an updated content descriptor file is to be broadcast; and

broadcasting the updated content descriptor file.

140. (New) The method of Claim 139, further comprising broadcasting a trigger signal to the client to receive demand data feedback from the client.

141. (New) The method of Claim 140, further comprising determining that a server is ready to receive demand data feedback and wherein broadcasting a trigger signal

comprises broadcasting a trigger signal only if the server is ready to receive demand data feedback.

142. (New) The method of Claim 139, wherein broadcasting a trigger signal comprises broadcasting a trigger signal to request demand data feedback from all clients in a segment.

143. (New) The method of Claim 139 wherein receiving demand data feedback further comprises receiving demand data feedback from the client together with demand data feedback from other clients of the segment.

144. (New) The method of Claim 139, wherein the content descriptor schedule signal is embedded within a file that is broadcast.

145. (New) The method of Claim 139, further comprising generating the content descriptor file based on demand data feedback prior to broadcasting the content descriptor file.

146. (New) The method of Claim 139 wherein broadcasting a content descriptor schedule signal comprises broadcasting the content descriptor schedule signal using a signaling protocol including one of internet protocol (IP), digital video broadcast signal (DVB) or program and system information protocol (PSIP).

147. (New) The method of Claim 139, further comprising assigning a unique identifier to a content descriptor file, wherein the content descriptor file is recognized by the each client as a content descriptor file in response to the unique identifier assigned to the content descriptor file.

148. (New) The method of Claim 147, wherein broadcasting a content descriptor schedule signal includes broadcasting the unique identifier.

149. (New) The method of Claim 139, the segment is defined as one or more clients of a subset based on one of geography, network connection or rights vectors.

150. (New) The method of Claim 139, wherein constructing an updated list of content comprises prioritizing the content in response to the demand data feedback.

151. (New) The method of Claim 150, wherein prioritizing the content comprises prioritizing the order in which content is broadcasted.

152. (New) The method of Claim 139, wherein the content descriptor file comprises attributes to describe content that is available for content, but does not include the content or clips of the content.

153. (New) The method of Claim 139, wherein the updated list of content includes further descriptive content for content in the content descriptor file, the further descriptive content including at least one of movie trailers, movie scenes, and a clip.

154. (New) An apparatus, comprising:

a processor having circuitry to execute instructions;

a broadcast interface coupled to the processor, the broadcast interface coupled to send broadcasts to one or more clients;

a communications interface coupled to the processor, the communications interface coupled to receive communications from one or more clients;

a storage device coupled to the processor, having instructions stored therein, which when executed cause the apparatus to perform operations comprising:

broadcasting a content descriptor schedule signal to a client to indicate a time at which a content descriptor file is to be broadcast to the client and a unique identifier of the content descriptor file, the client being in a segment, the segment being a subset of all clients;

broadcasting the content descriptor file to the client together with other clients of the segment at the indicated time, the content descriptor file describing available media content that may be broadcast to the client;

broadcasting a signal to the client indicating that the content descriptor file has been broadcasted and how to locate the broadcasted content descriptor file;

receiving demand data feedback from the client together with demand data feedback from other clients of the segment, the demand data comprising an indication by the client of the desirability of at least one particular piece of content in the content descriptor file;

constructing an updated list of content to be broadcast to clients of the segment using the received demand data feedback;

broadcasting another content descriptor schedule signal to the client to indicate a time at which an updated content descriptor file is to be broadcast; and

broadcasting the updated content descriptor file.

155. (New) The apparatus of Claim 154, wherein the apparatus is further caused to perform operations comprising broadcasting a trigger signal to the client to receive demand data feedback from the client.

156. (New) The apparatus of Claim 154, wherein the apparatus is further caused to perform operations comprising broadcasting the content descriptor file identified by a general purpose identifier;

broadcasting a signal to the client to indicate that the content descriptor file has been broadcast, the signal to indicate how to locate the content descriptor file using the general purpose identifier.

157. (New) The apparatus of Claim 154, wherein the content descriptor file comprises attributes to describe content that is available for content, but does not include the content or clips of the content.

158. (New) The apparatus of Claim 154, wherein the updated list of content includes further descriptive content for content in the content descriptor file, the further descriptive content including at least one of movie trailers, movie scenes, and a clip.

159. An article of manufacture comprising a machine-readable medium excluding carrier wave signals having instructions stored therein which when executed by a computer cause the computer to perform operations comprising:

broadcasting a content descriptor schedule signal to a client to indicate a time at which a content descriptor file is to be broadcast to the client and a unique identifier of the content descriptor file, the client being in a segment, the segment being a subset of all clients;

broadcasting the content descriptor file to the client together with other clients of the segment at the indicated time, the content descriptor file describing available media content that may be broadcast to the client;

broadcasting a signal to the client indicating that the content descriptor file has been broadcasted and how to locate the broadcasted content descriptor file;

receiving demand data feedback from the client together with demand data feedback from other clients of the segment, the demand data comprising an indication by the client of the desirability of at least one particular piece of content in the content descriptor file;

constructing an updated list of content to be broadcast to clients of the segment using the received demand data feedback;

broadcasting another content descriptor schedule signal to the client to indicate a time at which an updated content descriptor file is to be broadcast; and

broadcasting the updated content descriptor file.

160. (New) The article of manufacture of Claim 159, further comprising instructions for broadcasting a trigger signal to the client to receive demand data feedback from the client.

161. (New) The article of manufacture of Claim 160, further comprising instructions for determining that a server is ready to receive demand data feedback and wherein broadcasting a trigger signal comprises broadcasting a trigger signal only if the server is ready to receive demand data feedback.

162. (New) The article of manufacture of Claim 159, wherein broadcasting a trigger signal comprises broadcasting a trigger signal to request demand data feedback from all clients in a segment.

163. (New) The article of manufacture of Claim 159 wherein receiving demand data feedback further comprises receiving demand data feedback from the client together with demand data feedback from other clients of the segment.

164. (New) A method, comprising:

receiving a content descriptor schedule signal at a client to indicate a time at which a content descriptor file is to be broadcast to the client and a unique identifier of the content descriptor file, the client being in a segment, the segment being a subset of all clients;

receiving the content descriptor file at the client together with other clients of the segment at the indicated time, the content descriptor file describing available media content that may be broadcast to the client;

receiving a signal at the client indicating that the content descriptor file has been broadcasted and how to locate the broadcasted content descriptor file;

locating the content descriptor file;

processing the content descriptor file to generate demand data feedback, the demand data comprising an indication by the client of the desirability of a particular piece of content.

sending the generated demand data feedback from the client;

receiving another content descriptor schedule signal at the client to indicate a time at which an updated content descriptor file is to be broadcast; and

receiving the updated content descriptor file.

165. (New) The method of Claim 164, further comprising notifying a process in a client system to process the content descriptor file in response to receiving the content descriptor file.

166. (New) The method of Claim 164, wherein receiving the content descriptor file at the broadcast time comprises receiving the content descriptor schedule signal using a signaling protocol including one of internet protocol (IP), digital video broadcast signal (DVB) or program and system information protocol (PSIP).

167. (New) The method of Claim 164, wherein generating demand data feedback comprises the generating ranking feedback.

168. (New) The method of Claim 164 wherein generating the demand data feedback comprises generating rating feedback.

169. (New) The method of Claim 164, wherein the information indicating how to locate the content descriptor file includes one of a frequency, an internet protocol (IP) port or an IP address.

170. (New) The method of Claim 164, further comprising:
identifying the content descriptor file by a unique identifier assigned to the file;
and
storing the file at a content descriptor file location at the client in response to the unique identifier.

171. (New) The method of Claim 170, further comprising allocating a buffer to receive the content descriptor file while the content descriptor file is being received.

172. (New) The method of Claim 171, further comprising:
locking a previously received content descriptor file after a content descriptor file is completely received; and
replacing the previously received content descriptor file with the completely received content descriptor file.

173. (New) The method of Claim 164, wherein generating demand data feedback comprises generating a list of rating numbers for content of the content descriptor file.

174. (New) The method of Claim 173, wherein generating a list of rating numbers comprises receiving specific desirability values assigned by a user at the client.

175. (New) The method of Claim 164, wherein generating demand data feedback uses the amount of content consumed by a user at the client.

176. (New) The method of Claim 164, wherein generating demand data feedback comprises generating demand data feedback automatically by the client and transparent to a user at the client.

177. (New) The method of Claim 164, further comprising counting the number of pieces of content that have been rated since a prior sending of demand data feedback and wherein sending the generated demand data feedback comprises sending the generated demand data feedback when the counted number exceeds a threshold number.

178. (New) The method of Claim 164, further comprising:
maintaining relevance values at the client for the content of the content descriptor file, the relevance values indicating the relevance of an associated attribute of the content for predicting desirability to a user; and

wherein generating demand data feedback comprises using the relevance values.

179. (New) The method of Claim 164, further comprising updating a relevance value after a user accesses content of the content descriptor file.

180. (New) The method of Claim 164, further comprising:
maintaining believability factors at the client for the content of the content descriptor file, the believability factors being weighting factors to apply to an associated attribute value of the content in generating the demand data; and

wherein generating demand data feedback comprises applying the believability factors.

181. (New) The method of Claim 180, further comprising increasing a believability factor when the associated attribute value accurately predicts that a user will access the corresponding content.

182. (New) The method of Claim 164, further comprising maintaining a demand data table at the client to generate the demand data feedback, the demand data table comprising a next treatment indicator to track future actions for a piece of content, the future actions including capture to capture a corresponding full content and replace to replace a corresponding content with other content.

183. (New) An apparatus, comprising:

a processor having circuitry to execute instructions;

a communications interface coupled to the processor, the communications interface coupled to receive broadcasts from a server;

a storage device coupled to the processor, having instructions stored therein, which when executed cause the apparatus to perform operations comprising:

receiving a content descriptor schedule signal at a client to indicate a time at which a content descriptor file is to be broadcast to the client and a unique identifier of the content descriptor file, the client being in a segment, the segment being a subset of all clients;

receiving the content descriptor file at the client together with other clients of the segment at the indicated time, the content descriptor file describing available media content that may be broadcast to the client;

receiving a signal at the client indicating that the content descriptor file has been broadcasted and how to locate the broadcasted content descriptor file;

locating the content descriptor file;

processing the content descriptor file to generate demand data feedback, the demand data comprising an indication by the client of the desirability of a particular piece of content.

sending the generated demand data feedback from the client;

receiving another content descriptor schedule signal at the client to indicate a time at which an updated content descriptor file is to be broadcast; and

receiving the updated content descriptor file.

184. (New) The apparatus of Claim 183, wherein the apparatus is further caused to perform operations comprising notifying a process in the apparatus to process the content descriptor file at the indicated time.

185. (New) The apparatus of Claim 183, wherein the apparatus is further caused to perform operations comprising:

identifying the content descriptor file by a unique identifier assigned to the file;
and

storing the file at a content descriptor file location at the client in response to the unique identifier.

186. (New) The apparatus of Claim 183, wherein the apparatus is further caused to perform operations comprising counting the number of pieces of content that have been rated since a prior sending of demand data feedback and wherein sending the generated demand data feedback comprises sending the generated demand data feedback when the counted number exceeds a threshold number.

187. (New) The apparatus of Claim 183, wherein the apparatus is further caused to perform operations comprising determining how to locate the content descriptor file in response to content descriptor schedule signal.

188. (New) The apparatus of Claim 183, wherein the apparatus is further caused to perform operations comprising:

identifying the file as a content descriptor file by a unique identifier assigned to the file; and

storing the file at a content descriptor file location at a client in response to the unique identifier.

189. (New) An article of manufacture comprising a machine-readable medium excluding carrier wave signals having instructions stored therein which when executed by a computer cause the computer to perform operations comprising:

receiving a content descriptor schedule signal at a client to indicate a time at which a content descriptor file is to be broadcast to the client and a unique identifier of the content descriptor file, the client being in a segment, the segment being a subset of all clients;

receiving the content descriptor file at the client together with other clients of the segment at the indicated time, the content descriptor file describing available media content that may be broadcast to the client;

receiving a signal at the client indicating that the content descriptor file has been broadcasted and how to locate the broadcasted content descriptor file;

locating the content descriptor file;

processing the content descriptor file to generate demand data feedback, the demand data comprising an indication by the client of the desirability of a particular piece of content.

sending the generated demand data feedback from the client;

receiving another content descriptor schedule signal at the client to indicate a time at which an updated content descriptor file is to be broadcast; and

receiving the updated content descriptor file.

190. (New) The article of manufacture of Claim 189, further comprising instructions for identifying the file as a content descriptor file by a unique identifier assigned to the file, and storing the file at a content descriptor file location at a client in response to the unique identifier.

191. (New) The article of manufacture of Claim 189, further comprising instructions for allocating a temporary buffer for the content descriptor file to be buffered while being received, locking a previous version of the content descriptor file after the content descriptor file is buffered, and replacing contents of the previous version of the content descriptor file with the buffered content descriptor file.

192. (New). The article of manufacture of Claim 189, further comprising instructions for generating demand data feedback related to files stored at the content descriptor file location.

193. (New) A system, comprising:

a server;

one or more clients coupled to the server;

wherein the server is coupled to broadcast a content descriptor schedule signal to the clients to indicate a time at which a content descriptor file is to be broadcast to the clients and a unique identifier of the content descriptor file, the one or more clients being in a segment, the segment being a subset of all clients;;

wherein the one or more clients are coupled to receive the content descriptor schedule signal broadcast by the server;

wherein the server is coupled to broadcast the content descriptor file to the clients of the segment at the indicated time, the content descriptor file describing available media content that may be broadcast to the clients;

wherein the one or more clients are coupled to receive the content descriptor file at the indicated time and process the content descriptor file to generate demand data feedback to be provided to the server, the demand data comprising an indication by the client of the desirability of at least one particular piece of content in the content descriptor file;

wherein the server is coupled to construct an updated list of content to be broadcast to clients of the segment using the received demand data feedback;

wherein the server is coupled to broadcast another content descriptor schedule signal to the client to indicate a time at which an updated content descriptor file is to be broadcast;

wherein the one or more clients are coupled to receive the another content descriptor schedule signal broadcast by the server;

wherein the server is coupled to broadcast the updated content descriptor file at the indicated time; and

wherein the one or more clients are coupled to receive the updated content descriptor file at the indicated time.

194. (New) The system of Claim 193, wherein the server is coupled to broadcast the content descriptor schedule signal embedded within a file that is broadcast.

195. (New) The system of Claim 193, wherein the server is coupled to broadcast the content descriptor schedule signal using a signaling protocol including one of internet protocol (IP), digital video broadcast signal (DVB) or program and system information protocol (PSIP).

196. (New) The system of Claim 193, wherein the one or more clients are coupled to locate the content descriptor file based in information included in the content descriptor schedule signal.

197. (New) The system of Claim 193:

wherein the server is coupled to assign a unique identifier to the content descriptor file;

wherein the content descriptor file is recognized by each client as a content descriptor file in response to the unique identifier assigned to the content descriptor file;

wherein the one or more clients are coupled to store the content descriptor file at a content descriptor file location at each respective client in response to the unique identifier.

198. (New) The system of Claim 193, wherein the one or more clients are coupled to:

allocate buffers to receive the content descriptor file while the file is received from the server;

lock a previously received content descriptor file after the content descriptor file is completely received; and

replace the previously received content descriptor file with the completely received content descriptor file.

197. (New) The system of Claim 193, wherein

wherein the server is coupled to assign a general purpose identifier to the content descriptor file;

wherein the server is coupled to broadcast a signal to said one or more clients to indicate that the content descriptor file has been broadcast to said one or more clients; and

wherein the one more clients are coupled to receive the signal indicating that the content descriptor file has been broadcast, the signal to indicate to the one or more clients how to locate the content descriptor file using the general purpose identifier.

198. (New) A method comprising:

broadcasting content descriptors to a client, the content descriptors including only a portion of the full content corresponding to the content descriptors;

receiving demand data from the client in response to the content descriptors;

broadcasting further content descriptors to the client in response to the demand data, the further content descriptors also including only a portion of the full further content corresponding to the further content descriptors;

receiving further demand data from the client in response to the further content descriptors; and

broadcasting the full content to the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

199. (New) The method of Claim 198, wherein the content comprises video entertainment programming.

200. (New) The method of Claim 198, further comprising receiving updated demand data indicating which full content has been stored by the client.

201. (New) The method of Claim 198, further comprising receiving updated demand data indicating which full content has been consumed by the client.

202. (New) The method of Claim 198, further comprising prioritizing the content in response to the demand data received from the client and wherein broadcasting full content comprises broadcasting full content prioritized.

203. (New) The method of Claim 198, wherein the demand data in response to the content descriptors is automatically generated transparent to the client based on an amount of content consumed by the client and wherein the further demand data is generated manually by the client.

204. (New) The method of Claim 198, wherein receiving demand data comprises receiving a demand table, wherein the demand table is determined based on rankings of the content descriptors and existing content at a client.

205. (New) The method of Claim 198, wherein the content descriptors include metadata to describe the content.

206. (New) The method of Claim 198, wherein the received further demand data includes feedback received from the client, the feedback including a demand indicating a level of desirability for the content.

207. (New) The method of Claim 198, further comprising broadcasting a content descriptor schedule signal to the client to indicate that a content descriptor file is to be broadcast at a specified broadcast time and wherein broadcasting content descriptors comprises broadcasting content descriptors at the specified broadcast time.

208. (New) An article of manufacture comprising a machine-readable medium excluding carrier wave signals having instructions stored therein which when executed by a computer, cause the computer to perform operations comprising:

broadcasting content descriptors to a client, the content descriptors including only a portion of the full content corresponding to the content descriptors;

receiving demand data from the client in response to the content descriptors;

broadcasting further content descriptors to the client in response to the demand data, the further content descriptors also including only a portion of the full further content corresponding to the further content descriptors;

receiving further demand data from the client in response to the further content descriptors; and

broadcasting the full content to the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

209. (New) The article of claim 208, wherein the demand data received from the client is received staggered, wherein the staggering is based on a last time the client sent feedback to the server.

210. (New) The article of Claim 208, further comprising receiving updated demand data indicating which full content has been stored by the client and which full content has been consumed by the client.

211. (New) A system comprising:

a server coupled to a client, the server having a storage medium and an integrated circuit coupled via a bus including a multi-drop bus, wherein the system is configured to perform operations comprising:

broadcasting content descriptors to a client, the content descriptors including only a portion of the full-content corresponding to the content descriptors;

receiving demand data from the client in response to the content descriptors;

broadcasting further content descriptors to the client in response to the demand data, the further content descriptors also including only a portion of the full further content corresponding to the further content descriptors;

receiving further demand data from the client in response to the further content descriptors; and

broadcasting the full content to the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

212. (New) The system of Claim 211, wherein the operations further comprise receiving updated demand data indicating which full content has been stored by the client.

213. (New) The system of Claim 211, wherein the demand data in response to the content descriptors is automatically generated transparent to the client based on an amount of content consumed by the client and wherein the further demand data is generated manually by the client.

214. (New) A method comprising:

receiving content descriptors at a client from a broadcaster, the content descriptors including only a portion of the full content corresponding to the content descriptors;

generating demand data at the client in response to the content descriptors;

sending the demand data to the broadcaster;

receiving further content descriptors at the client in response to the demand data, the further content descriptors also including only a portion of the full further content;

generating further demand data at the client in response to the further content descriptors corresponding to the further content descriptors;

sending the further demand data to the broadcaster; and

receiving the full content at the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

215. (New) The method of Claim 214, further comprising maintaining a demand data table at the client, updating the demand data table as content is consumed, and wherein generating demand data comprises using the demand data table,.

216. (New) The method of Claim 214, wherein the demand table is created and updated at the client in response to filtering content based interests of a current user at the client, user behavior of a previous user at the client, and content consumption at the client.

217. (New) An article of manufacture comprising a machine-readable medium excluding carrier wave signals having instructions stored therein which when executed by a computer, cause the computer to perform operations comprising:

receiving content descriptors at a client from a broadcaster, the content descriptors including only a portion of the full content corresponding to the content descriptors;

generating demand data at the client in response to the content descriptors;

sending the demand data to the broadcaster;

receiving further content descriptors at the client in response to the demand data, the further content descriptors also including only a portion of the full further content corresponding to the further content descriptors;

generating further demand data at the client in response to the further content descriptors;

sending the further demand data to the broadcaster; and

receiving the full content at the client corresponding to some of the further content descriptors in response to the further demand data for presentation on a client device.

218. (New) The medium of Claim 217, further comprising sending updated demand data indicating which full content has been stored by the client and which full content has been consumed by the client.

219. (New) The medium of Claim 217, wherein the demand data is automatically generated transparent to the client based on an amount of content consumed by the client and wherein the further demand data is generated manually by the client.